

**Item:** ORD 08-39  
**Fiscal Impact:** N/A  
**Funding Source:** N/A  
**Account #:** N/A  
**Budget Opening Required:** ☐

**ISSUE:**

City Commercial Area Appearance - Zone Text change for Sign Ordinance (Title 11).

**SYNOPSIS:**

With the implementation of the new City Department that will focus more on cleaning up the city, it became apparent that the Temporary Sign Ordinance needed some modifications to aid in the enforcement process. This text change would reorganize, clean-up, and add regulations to the Sign Ordinance. The existing ordinance minimally refers to temporary signs in various places in the sign ordinance, which creates some confusion as to the City's standards.

**BACKGROUND:**

Staff is requesting a zone text change for the Sign Ordinance. This text change would create a 90 day time limit for temporary signs, other than window signs, and limit businesses to one temporary sign. An exception to this would be for Grand Openings, where businesses could have multiple signs and various sign types, which are otherwise prohibited, for 30 days after approval of a business license.

The following is a summary/list of changes this sign text change is proposed to undergo;

1. Further types of temporary signs added to definition
2. General clean-up of ordinance
3. Flags (permanent) added under Miscellaneous – No limit to number for Government Flags, Commercial Flags have to be reviewed by Planning Commission as Conditional Use
4. Bus Bench standards added under Miscellaneous – Franchise Agreement required with City
5. Newspaper Stands added under Miscellaneous – Maximum 1 stand allowed with a maximum of four printed material receptacles.
6. On-site Light Pole Banner Signs added under Miscellaneous – Maximum of 12 square feet per pole
7. Reformat ordinance to keep all temporary use signs together
8. Temporary Signs
  - a. Permit sticker for sign required (New budget would have to be considered for this)
  - b. Time limit of 90 days with 1 allowed every six months (On 90, off 90)
  - c. Banner Signs –1/business– max 50 sq ft until the tenant space is min 150 linear ft when the business can have 10% of front facade
  - d. Banner Signs –1 allowed per business until get permanent signs – max 90 days
  - e. Government flags –3 allowed per business or dwelling – in conjunction with U.S. flag code
  - f. Merchandise Display clean up – out of ROW including on and off site sidewalks

- g. Prohibited Signs except for Grand Opening (A-frame, mobile, off premise, mobile/pedestal, feathers, flags used for advertising, streamers/pennant-type streamers, inflatable)
  - h. Grand Opening allows business owner to use whatever signage they like for 30 days from issuance of business license (must keep out of clear-view and ROW)
  - i. Window Signs – Max 25% of window coverage per business must be changed every 2 weeks unless exhibits store hours and address, and business name and logo.
9. Roof Sign revamp

Staff met with Chamber West President, Alan Anderson, who indicated his support of the initial ordinance text change as proposed by staff. The Planning Commission recommended approval of the zone text change subject to a maximum of 25% window coverage. Mr. Anderson indicated that the best alternative for businesses would be to allow 50% window coverage where one window could be covered and one window could be free of signage, or a business could have a banner across the top of multiple windows.

**RECOMMENDATION:**

Staff recommends the approval of the proposed text change.

**SUBMITTED BY:**

Joseph Moore, Community and Economic Development Director  
Hannah Thiel, Planner I